[CLAIMS]

1. An information providing system comprising identification codes transmitted by mass media, together with primary information, and secondary information having contents associated with the primary information made public on a Web site, to which identification codes identical to the identification codes transmitted together with the primary information are attached, characterized in that

the secondary information made pubic on the Web site can be automatically acquired by an auto pilot using as a clue the identification codes transmitted together with the primary information.

2. An information providing system as set forth in Claim 1 wherein the mass media are publication as represented by newspapers, and broadcasting as represented by television and radio.

3. An information providing system as set forth in Claim 1 wherein the identification codes transmitted together with the primary information are different from each other in cases where the contents of the primary information are concerned with mutually different events, and are identical to each other, regardless of the type of mass media, in cases where the contents of the primary information are concerned with an identical event with each other.

4. An information providing system as set forth in Claim 1 wherein the secondary information is information containing more specific contents than the primary information, such as information commenting in more detail on the events contained in the primary information, information explaining terminology, etc. contained in the primary information, information having more specific contents than those of the primary information, that is a continual comment of changes with time in the state of events contained in the primary information, made public in the form of images, including characters and moving images, and voice.

5. An information providing system as set forth in Claim 1 wherein the secondary information to which identification codes identical to the identification codes of the primary information are attached is made public in an area of the Web site where a person who wants to have information makes a search.

6. An information providing system as set forth in Claim 1 wherein a download instruction is registered in the auto pilot, so that the secondary information found in a search can be downloaded and acquired as downloaded secondary information.

7. An information providing system as set forth in Claim 1 wherein classifications on the contents of the secondary information and the date of publication, issue, or broadcast, or deadline as the case may be, are attached to the secondary information made public on the Web site, in addition to the identification codes identical to the identification codes of the primary information.

8. An information providing system as set forth in Claim 7 wherein the classifications has a major classification and a plurality of sub classifications as necessary, depending on the contents of the secondary information.

9. An information providing system as set forth in Claim 7 wherein international patent classification codes are used as the classifications.

10. An information providing method characterized in that

identification codes are transmitted via mass media, together with primary information,

secondary information associated with the primary information, to which identification codes identical to the identification codes of the primary information are attached, are made public on a Web site,

so that the secondary information made public on the Web site can be automatically acquired via auto pilot using as a clue the identification codes transmitted together with the primary information.

11. An information providing method as set forth in Claim 10 wherein classifications comprising at least a major classification and a plurality of sub classifications, and dates are attached to the secondary information, together with the identification codes of the secondary information, and a search of the Web site is carried out by an auto pilot function using as search conditions the classification codes of the identification codes obtained from the secondary information in terminal equipment connected to the Web site via a public telecommunications line.